



To Whom It May Concern:

Unionville Theatre Company is very pleased to present *FAME*, February 22-26, 2012 at Markham Theatre for the Performing Arts. We are currently seeking production sponsors and program advertisers for this year's production.

Unionville Theatre Company (UTC) is a non-profit community theatre group focused on, but not limited to, youth. UTC was established as a community theatre group in 1979 and has been a community user of the Markham Theatre for Performing Arts since 1986. Our mission is to: *"operate a repertory company focused on young people that will through study, performance, production and competition advance knowledge and appreciation of theatre and the role it has played and continues to play in our culture and tradition; such that each person involved with our company participates in a learning experience that enhances their lives."*

This year's production: First came the hit motion picture, then the long-running television series. Now the screen sensation of the 1980's is the stage sensation of the 1990's and beyond! Set during the last years of New York City's celebrated High School for the Performing Arts on 46th Street (1980-1984), *Fame: The Musical* is bittersweet but ultimately inspiring story of a diverse group of students as they commit to four years of grueling artistic and academic work. With candor, humor and insight, the show explores the issues that confront many young people today: issues of prejudice, identity, self-worth, literacy, sexuality, substance abuse and perseverance.

We offer numerous sponsorship packages and advertising options to allow local businesses like yourself to get involved with your community through theatre. Depending upon your level of involvement, as a sponsor you will be prominently promoted through our sales and marketing efforts, in our program which is distributed to potential audience of 3200 over our 6-show run, and can receive complimentary tickets to our show.

Our success is also attributed to the many volunteers who have been the lifeblood of the company. People of assorted ages, talents, and backgrounds have given of their time, energy and skills to advance and encourage the growth of the Unionville Theatre Company. If you would like to volunteer to be a part of our production, please feel free to contact us.

Please read through the attached sponsorship information for details on how to get involved. For more information, please visit www.unionvilletheatre.com or call 416-765-1135.

We appreciate your consideration and support.

Sincerely

The Unionville Theatre Company

UNIONVILLE THEATRE COMPANY

PRESENTS

Frame THE MUSICAL

2011-2012 Sponsorship Opportunities

PLATINUM PACKAGE (one available) \$3,000.00

- ★ “Sponsored by” caption on the front cover of the theatre program
- ★ Full page colour ad on the back cover of the theatre program
- ★ All purchased advertising and communications to include “Sponsored by” caption
- ★ “Sponsored by” caption printed on all theatre tickets
- ★ Prominent position and graphics on the UTC website including hot link and email link
- ★ Private reception for the sponsor and their guests on the Thursday performance
- ★ Public acknowledgement of the Sponsorship prior to the start of every show
- ★ Artistically mounted show poster
- ★ Ten (10) complimentary tickets on an evening agreed upon with the producer

DIAMOND PACKAGE (two available) \$2,000.00

- ★ Full page colour ad on the front inside or back inside cover of the theatre program
- ★ Sponsorship of one evening performance (Friday or Saturday)
 - Public acknowledgement of the Sponsorship prior to the start of the particular show sponsored
 - Signage prominently displayed in the theatre lobby acknowledging sponsorship
- ★ Prominent position and graphics on the UTC website including hot link and email link
- ★ Artistically mounted show poster
- ★ Eight (8) Complimentary tickets for the particular show sponsored

GOLD PACKAGE (two available) \$1,500.00

- ★ Full page black and white ad printed inside the theatre program
- ★ Sponsorship of one matinee performance (Saturday or Sunday)
 - Public acknowledgement of the Sponsorship prior to the start of the particular show sponsored
 - Signage prominently displayed in the theatre lobby acknowledging sponsorship
- ★ Prominent position and graphics on the UTC website including hot link and email link
- ★ Artistically mounted show poster
- ★ Six (6) Complimentary tickets for the particular show sponsored

SILVER PACKAGE \$500.00

- ★ Full page black and white ad printed inside the theatre program
- ★ Prominent position and graphics on the UTC website including hot link and email link
- ★ Artistically mounted show poster presented to the Sponsor
- ★ Four (4) Complimentary tickets for a performance as agreed upon with the producers

FRIENDS OF UNIONVILLE THEATRE COMPANY \$33.00

- ★ \$1.00 donation for every year UTC has been in operation
- ★ Special Mention or message to cast member in theatre program

As a not-for-profit company, Unionville Theatre Company relies on the community for support. If you would like to make a donation or receive more information, please call 416-765-1135 or visit our website at www.unionvilletheatre.com.

UNIONVILLE THEATRE COMPANY

PRESENTS

Frame

THE MUSICAL

2011-2012 Advertising Opportunities

Full Page Advertisement \$250.00

- ★ Black & White full-page ad in the program
- ★ 5" wide x 8" high full-page
- ★ Distribution over 6 performances with a potential audience of 3200

Half-Page Advertisement \$150.00

- ★ Black & White ad to fill 1/2 of the page in the program
- ★ 5" wide x 4" high page
- ★ Distribution over 6 performances with a potential audience of 3200

Business Card Advertisement \$75.00

- ★ Black & White business card-sized ad in the program
- ★ 3.5" x 2" space
- ★ Either include Business Card to be copied into the program, or include a message to the cast & crew and promoting your business (fill in details below)
- ★ Distribution over 6 performances with a potential audience of 3200

**For Full-Page and Two-Thirds Page Advertisements: please attach a "camera-ready" black & white copy to this form, or submit a 300dpi JPG or PDF via email to unionvilletheatre@live.ca.*

**For Business Card Advertisements: please attach a copy of your business card OR fill in the space below to include a message*

UNIONVILLE THEATRE COMPANY

PRESENTS



Sponsorship/Advertising 2011-2012

Company: _____

Address: _____

City: _____ Prov: _____ Postal Code: _____

Contact Name: _____

Telephone #: _____ Fax #: _____

Email: _____

Signature: _____

Please select one (or more) of the following options:

SPONSORSHIP OPTIONS	
<input type="checkbox"/> Platinum Package	\$3,000. ⁰⁰
<input type="checkbox"/> Diamond Package	\$2,000. ⁰⁰
<input type="checkbox"/> Gold Package	\$1,500. ⁰⁰
<input type="checkbox"/> Silver Package	\$500. ⁰⁰
<input type="checkbox"/> Friends of UTC	\$33. ⁰⁰

ADVERTISING OPTIONS	
<input type="checkbox"/> Full Page	\$250. ⁰⁰
<input type="checkbox"/> Half-Page	\$150. ⁰⁰
<input type="checkbox"/> Business Card	\$75. ⁰⁰

Please make cheques payable to Unionville Theatre Company

For Business Cards Ads Only:

Please attach business card OR include message:

Empty rectangular box for business card or message.

For Two Thirds Page ads or Full Page Ads please attach "Camera Ready" black and white layout or send a 300dpi JPG or PDF to unionvilletheatre@live.ca.

We welcome support in many forms. If you would like to volunteer to be a part of our production, please contact us at 416-765-1135.